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O I P E J C I

OCT 04 2001

TRANSMITTAL LETTER

Serial No.	09/911574	Filing Date	July 24, 2001	Examiner	To Be Assigned	Case No:	9623/334
Inventor(s) Cheung et al.						Group Art Unit	2165
Title of Invention SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE							

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11/09/01  
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TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Information Disclosure Statement; PTO Form 1449 citing references A1-A127; copy of two prior art references and postcard evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a \_\_\_\_\_ month extension of time.
- ☒ No additional fee is required.
- ☐ The fee has been calculated as shown below:

					Small Entity		or	Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee		Rate	Add'l Fee
Total		Minus			x \$9=			x \$18=	
Indep.		Minus			x 39=			x \$78=	
First Presentation of Multiple Dep. Claim					+\$130 =			+ \$260=	
					Total add'l fee	\$		total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$\_\_\_\_\_. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$\_\_\_\_\_ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,



John G. Rauch  
Registration No. 37,218  
Attorney for Applicants

BRINKS HOFER GILSON & LIONE  
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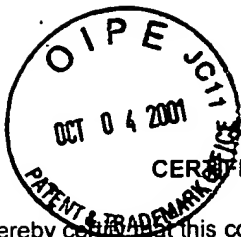
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on October 1, 2001

Date: 10/1/01 Signature: John Rauch



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on

October 1, 2001

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or  
Registered Representative

Signature

10/1/01

Date of Signature

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Our Case No.: 9623/334

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Davis et al.

Serial No.: 09/911,674

Continuation of: 09/322,677

Filing Date: July 24, 2001

For: SYSTEM AND METHOD FOR  
INFLUENCING A POSITION ON A  
SEARCH RESULT LIST  
GENERATED BY A COMPUTER  
NETWORK SEARCH ENGINE

Examiner: TBA

Parent Examiner: C. Nguyen

Group Art Unit: TBA

Parent Group Art Unit No.: 2165

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents



listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

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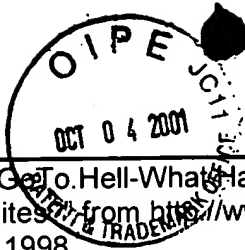
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In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement, however, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lion

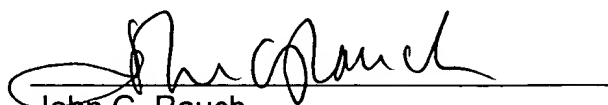
This application is a continuation application of U.S. Serial No. 09/322,677, filed May 28, 1999 and is relied upon for an earlier filing dated under 35 U.S.C. § 120. In accordance with Rule 37 C.F.R. § 1.98(d) only copies of documents not previously cited and submitted to the Patent and Trademark Office in the prior application Serial No.



09/322,677 are enclosed for the convenience of the Examiner. The items included that were not cited in the parent application Serial No. 09/322,677 are marked by an asterisk.

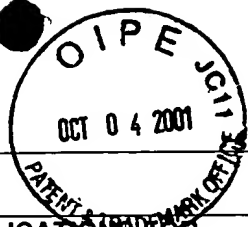
Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John G. Rauch", is written over a horizontal line.

John G. Rauch  
Registration No. 37,218  
Attorney for Applicants

BRINKS HOFER GILSON & LIONE  
P.O. Box 10395  
Chicago, IL 60610  
(312) 321-4200



FORM PTO-1449	SERIAL NO. 09/911,674	CASE NO. 9623/334
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE July 24, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)		APPLICANT(S): Davis, et al.

#### REFERENCE DESIGNATION

#### U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
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EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO	
	A23	WO 99/20486	09/1999	WIPO			
	A24	WO 99/48028	09/1999	WIPO			
	A25	WO 2000/16218	03/2000	WIPO			
	A26	WO 2000/41090	07/2000	WIPO			

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APPLICANT(S): Davis, et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
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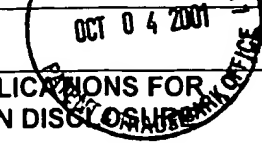
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	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address <a href="http://www.news.com/News/Item/Textonly/0,25,1635,00.html">http://www.news.com/News/Item/Textonly/0,25,1635,00.html</a> , July 29, 1999.
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	A113	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999.
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